

Station KTNV-TV LAS VEGAS, NV

Advertiser () .MAJORITY PAC

Product SENATE MAJORITY PAC

Estimate# 2155

Buyer Sarah Levene

Phone#

Fax#

Agency () WATERFRONT STRATEGIES

3050 K ST NW

WASHINGTON, DC 20007

Agency C/P1/P2/E 94/100/2155

Flight Dates 10/28/2012 - 11/05/2012

Hiatus Weeks

Rep Firm

Sales Office () PHILADELPHIA

Salesperson () ANJIE BRADY

Salesperson Phone# 215-567-6005

Salesperson FAX# 215-567-5938

--- CONTRACT COMMENT ---

SC=*

--- REMARKS ---

THIS IS A NEW CONTRACT
TOTAL 103,700
PLS CONFIRM ASAP
THANKS ,ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	M-F	6A-7A	ACTION NWS@6AM<	:30	\$750.00	10/29-11/02	3	1	3	\$2,250.00	
	2	M	6A-7A	ACTION NWS@6AM<	:30	\$750.00	11/05-11/05	1	1	1	\$750.00	
	3	M-F	7A-9A	GD MRN AMR-ABC<	:30	\$750.00	10/29-11/02	6	1	6	\$4,500.00	
	4	M	7A-9A	GD MRN AMR-ABC<	:30	\$750.00	11/05-11/05	2	1	2	\$1,500.00	
	5	SA	5A-6A	ACTN NWS SA@5A	:30	\$450.00	11/03-11/03	1	1	1	\$450.00	
	6	SA	7A-8A	GD MRN-SAT-ABC	:30	\$850.00	11/03-11/03	1	1	1	\$850.00	
	7	SU	6A-7A	ACTN NWS SU@6A	:30	\$750.00	11/04-11/04	1	1	1	\$750.00	
	8	SU	7A-8A	GD MRN-SUN-ABC	:30	\$850.00	10/28-10/28	1	1	1	\$850.00	
	9	SU	8A-9A	ACTN NWS SU@8A	:30	\$750.00	10/28-10/28	1	1	1	\$750.00	
	10	M-F	9A-10A	MORNING BLEND<	:30	\$400.00	10/29-11/02	4	1	4	\$1,600.00	
	11	M	9A-10A	MORNING BLEND<	:30	\$400.00	11/05-11/05	1	1	1	\$400.00	

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	12	M-F	10A-11A	VIEW-ABC	:30	\$1,000.00	10/29-11/02	4	1	4	\$4,000.00	
	13	M	10A-11A	VIEW-ABC	:30	\$1,000.00	11/05-11/05	1	1	1	\$1,000.00	
	14	M-F	11A-12P	ACTN NEWS@11AM<	:30	\$650.00	10/29-11/02	4	1	4	\$2,600.00	
	15	M	11A-12P	ACTN NEWS@11AM<	:30	\$650.00	11/05-11/05	1	1	1	\$650.00	
	16	M-F	2P-3P	GENRL HOSPITAL	:30	\$350.00	10/29-11/02	4	1	4	\$1,400.00	
	17	M-F	4P-5P	JUDGE JUDY	:30	\$650.00	10/29-11/02	5	1	5	\$3,250.00	
	18	M-F	330P-4P	ACTION NEWS @ 330	:30	\$500.00	10/29-11/02	2	1	2	\$1,000.00	
	19	M-F	5P-530P	ACTION NWS@5PM<	:30	\$900.00	10/29-11/02	2	1	2	\$1,800.00	
	20	M	5P-530P	ACTION NWS@5PM<	:30	\$900.00	11/05-11/05	1	1	1	\$900.00	
	21	M-F	6P-630P	ACTION NWS@6PM<	:30	\$1,000.00	10/29-11/02	3	1	3	\$3,000.00	
	22	M-F	630P-7P	ACTION NWS@630<	:30	\$1,100.00	10/29-11/02	2	1	2	\$2,200.00	
	23	M	630P-7P	ACTION NWS@630<	:30	\$1,100.00	11/05-11/05	1	1	1	\$1,100.00	
	24	SA	6P-630P	ACTION NWS@6PM	:30	\$800.00	11/03-11/03	1	1	1	\$800.00	
	25	M-F	7P-730P	ACCESS HOLLYWD<	:30	\$850.00	10/29-11/02	3	1	3	\$2,550.00	
	26	M	7P-730P	ACCESS HOLLYWD<	:30	\$850.00	11/05-11/05	1	1	1	\$850.00	
	27	M-F	730P-8P	MILLIONAIRE	:30	\$850.00	10/29-11/02	4	1	4	\$3,400.00	
	28	M	8P-10P	DANCE W/ STARS	:30	\$10,000.00	10/29-11/05	1	2	2	\$20,000.00	

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	29	TU	10P-11P	PRIVATE PRACTICE	:30	\$6,500.00	10/30-10/30	1	1	1	\$6,500.00	
	30	TH	9P-10P	GREY ANTMY-ABC	:30	\$5,000.00	11/01-11/01	1	1	1	\$5,000.00	
	31	SU	8P-9P	ONCE UPON A TIME	:30	\$6,500.00	10/28-10/28	1	1	1	\$6,500.00	
	32	SU	9P-10P	REVENGE	:30	\$5,000.00	11/04-11/04	1	1	1	\$5,000.00	
	33	M-F	11P-1135P	ACTION NWS@11P	:30	\$1,500.00	10/29-11/02	3	1	3	\$4,500.00	
	34	M	11P-1135P	ACTION NWS@11P	:30	\$1,500.00	11/05-11/05	1	1	1	\$1,500.00	
	35	SA	11P-1135P	ACTION NWS@11P<	:30	\$1,250.00	11/03-11/03	1	1	1	\$1,250.00	
	36	M-F	1135P-1205A	NITELINE	:30	\$750.00	10/29-11/02	4	1	4	\$3,000.00	
	37	M-F	1205A-105A	J. KIMMEL	:30	\$500.00	10/29-11/02	4	1	4	\$2,000.00	
	38	M-F	5A-530A	ACTION NWS@5AM<	:30	\$450.00	10/29-11/02	3	1	3	\$1,350.00	
	39	M-F	530A-6A	ACTION NWS@5AM<	:30	\$650.00	10/29-11/02	3	1	3	\$1,950.00	

---REPORT TOTALS---

Report Totals: 86 / \$103,700.00

---SALES MONTHLY TOTALS---

Oct 12: 3 / \$8,100.00

Nov 12: 83 / \$95,600.00

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Buyer	Sarah Levene	Flight Dates	10/28/2012 - 11/05/2012	Salesperson Phone#	215-567-6005
Phone#		Hiatus Weeks		Salesperson FAX#	215-567-5938
Fax#					

Sales Totals: 86 / \$103,700.00
Station Totals: 86 / \$103,700.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---											
Market Totals		\$398,846		KBLR	0%	KLAS	22%	KSNV	29%	KTNV	26%
				KVCW	1%	KVMY	5%	KVVU	17%	KTUD	0%

---COMPETITIVE COMMENTS---
COMPETITIVE IS ESTIMATED

Books	NOV10, MAY11, ENOV11
Demos	RA35+

--- CREDIT RISK ---
CASH IN ADVANCE